



**Contact:**

Office of Communication  
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**Miami, Fla.** — The Florida Department of Health in Miami-Dade County and Healthy Start Coalition of Miami Dade Invite you to the 7<sup>th</sup> Annual Breastfeeding Awareness Walk

**WHAT:** 7<sup>th</sup> Annual Breastfeeding Awareness Walk

**WHEN:** Saturday, August 4<sup>th</sup>

Registration opens at 8 a.m. and event activities start at 9 a.m.

The Big Latch On will occur at 10 a.m.

**WHERE:** Tropical Park Stadium at Tropical Park, 7900 Bird Road Miami, FL 33155

**WHO:** Over 50 community partners will be present to engage participants as they learn about the benefits of breastfeeding and relevant topics regarding health, nutrition, wellness, safety, advocacy and much more. Activity booths will entertain children of all ages with airbrush tattoos and balloon artists, face painting, free books, water slides, story time, kid's fun tent and more. Free t-shirts for attendees, while supplies last. Free giveaways and raffles will be held throughout the day. Under a large canopy The Big Latch On will be taking place which is a global initiative that raises awareness of breastfeeding, encourages the formation of support networks between breastfeeding persons, and aims to normalize breastfeeding as a part of daily life.

**WHY:** As part of National Breastfeeding Month, celebrated in August, the Florida Department of Health in Miami-Dade County and Healthy Start Coalition of Miami Dade will host the 7<sup>th</sup> Annual Breastfeeding Awareness Walk. This year's theme—Breastfeeding: Foundation of Life— focuses on breastfeeding as the foundation of lifelong good health for babies and mothers. Our new goal for The Big Latch On will be to have more than 200 mothers nursing simultaneously.

To register, visit <https://7thannualbfbwalk.eventbrite.com>

Local WIC agencies offer resources and staff to help breastfeeding mothers. WIC agencies may have International Board Certified Lactation Consultants who have a high level of specialized knowledge in breastfeeding to assist clients. WIC agencies also have Breastfeeding Peer Counseling Programs. The trained peer counselors are chosen from the same

socio/economic/ethnic groups as WIC clients and have successfully breastfed their own babies. Breastfeeding peer counselors provide mother-to-mother basic breastfeeding education and support to pregnant and breastfeeding moms.

For more information about the Florida WIC program call 1-800-342-3556 or visit [www.FloridaWIC.org](http://www.FloridaWIC.org). To learn more about National Breastfeeding Month and the benefits of breastfeeding visit [www.usbreastfeeding.org](http://www.usbreastfeeding.org), [www.Illi.org](http://www.Illi.org) or [www.flbreastfeeding.org](http://www.flbreastfeeding.org).

### **About the Florida Department of Health**

The department, nationally accredited by the [Public Health Accreditation Board](#), works to protect, promote and improve the health of all people in Florida through integrated state, county and community efforts.

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